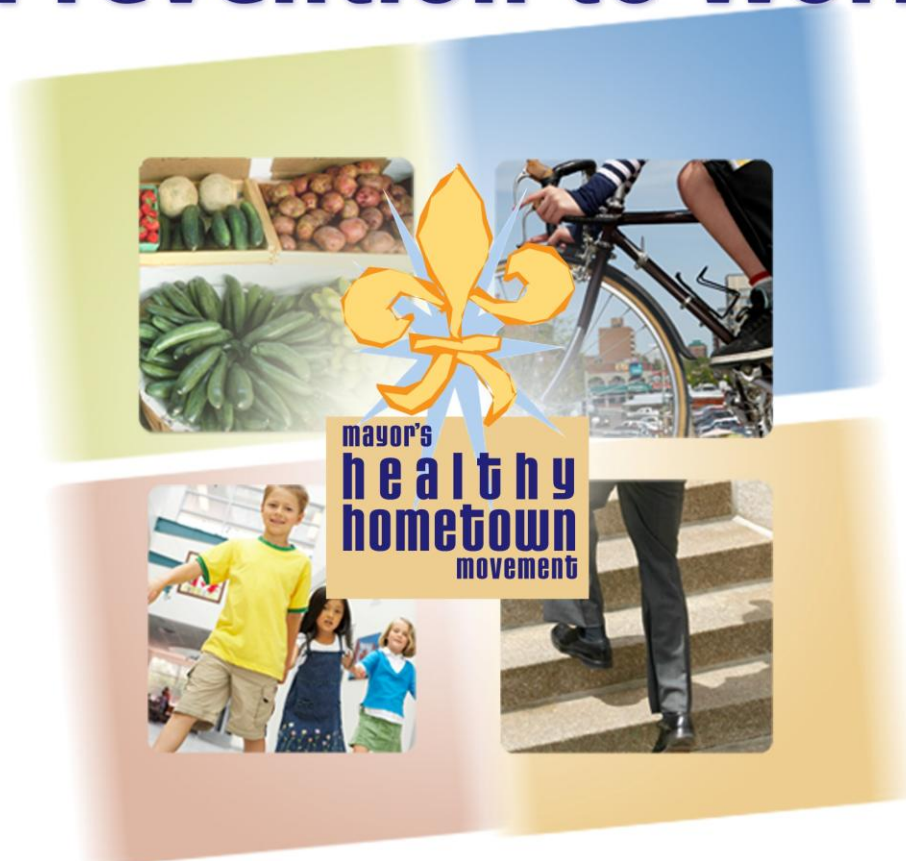


# Louisville Putting Prevention to Work



## Community Action Plan March 2010–March 2012



Prepared by Louisville Metro Department of Public Health & Wellness for CDC  
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## **Introduction**

*Louisville Putting Prevention to Work* is a Community Action Plan (CAP) consisting of strategies designed to increase levels of physical activity, improve nutrition and decrease the prevalence of the city's overweight/obese population. This document provides revised outcome objectives and milestones for a total of twenty-three strategies that will result in policy, system and environmental changes.

Specific outcome objectives are organized and represent each of the following eight categories:

- A) School-nutrition strategies
- B) School-based physical activity/physical education
- C) Afterschool/childcare setting
- D) Community strategies to improve nutrition
- E) Community strategies to improve food access
- F) Community strategies to improve physical activity access
- G) Social marketing strategies

### **A) School-based Nutrition Strategies**

*1. Outcome Objective:* By 3/2012, Jefferson County Public Schools (JCPS) procurement policy will include an allocation of 10% of its fruits and vegetable budget for purchasing produce from local growers and school gardens.

*MAPPS Strategy:* Access/Nutrition—Farm to institution, including schools, worksites, hospitals and other community institutions; Procurement policies and practices

*Lead Partner:* School and Community Nutrition Services (SCNS), Jefferson County Public Schools (JCPS)

*Background:* JCPS is one of the largest school districts in the country, consisting of 142 schools that provide breakfast and lunch. However, no specified funds are allocated to purchase local produce. By adopting a policy requiring budget allocation to purchase produce from local growers and school gardens, we will ensure an increase in access to nutritional foods for JCPS students.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• JCPS School and Community Nutrition Services adopts and implements a policy of purchasing fresh herbs from Lassiter Middle School for use in National School Breakfast and Lunch	August 2010
• Procurement policies and practices of JCPS School and Community Nutrition Services modified to purchase produce from local growers and school gardens	September 2010
• JCPS School and Community Nutrition Services adopted and implemented a policy to contract with local growers in order to insure the availability of locally grown produce for menu items throughout the growing season	October 2010
• JCPS School and Community Nutrition Services adopted a policy to purchase excess local produce when in season, and utilize in school meals when local produce is not available	October 2010
• A Policy and Procedure Manual is developed for JCPS school gardens	November 2010
• JCPS School and Community Nutrition Services' policy of purchasing fresh herbs from Lassiter Middle School results in the addition of a second Lassiter greenhouse to allow the production of selected vegetables	December 2010
• Lassiter Middle School adopts and implements a policy to create composts using JCPS kitchen/cafeteria waste and collect data reflecting compliance	March 2011
• JCPS Farm to School program benefits are promoted through newsletters, websites, and media channels	May 2011
• Voluntary composting program implemented in schools receiving funding for school gardens	July 2011
• Annual data report on purchases, processing, costs, and utilization of local produce compiled for year one by JCPS School and Community Nutrition	September 2011

Services	
<ul style="list-style-type: none"> <li>JCPS School and Community Nutrition Services purchases 10% of its produce from local growers and school gardens</li> </ul>	March 2012

2. *Outcome Objective:* By 3/2012, there will be a 10% increase in the average number of students participating daily in the School Breakfast Program (28,600 to 31,000) and the National School Lunch Program (58,400- 64,000).

*MAPPS Strategy:* Access/Nutrition—Healthy food and drink availability

*Lead Partner:* School and Community Nutrition Services, Jefferson County Public Schools

*Background:* While 66.9% of students take advantage of the Free and Reduced Breakfast and Lunch Program in elementary schools, this rate falls to 51.3% by the time students reach high school due to the stigma associated with the program. The installation of the Point-of-Sale (POS) entry devices, combined with an outreach policy to JCPS households, will increase participation of the program so that more students have access to nutritious meals.

<i>Milestones</i>	<i>Date Accomplished</i>
<ul style="list-style-type: none"> <li>A policy to provide point-of-sale entry devices to 100% (142) of schools adopted by JCPS School and Community Nutrition Services</li> </ul>	October 2010
<ul style="list-style-type: none"> <li>Issued RFP for marketing firm to develop social marketing campaign</li> </ul>	October 2010
<ul style="list-style-type: none"> <li>Policy to provide ongoing communication to households about the National School Breakfast and Lunch programs adopted and implemented</li> </ul>	November 2010
<ul style="list-style-type: none"> <li>Report released by JCPS of study assessing knowledge and perception of National School Lunch and Breakfast among JCPS households and the general public</li> </ul>	January 2011
<ul style="list-style-type: none"> <li>Phase 1 of social marketing campaign developed and implemented based on assessment findings</li> </ul>	March 2011
<ul style="list-style-type: none"> <li>Follow-up survey conducted to determine the effectiveness of initial social marketing campaign</li> </ul>	June 2011
<ul style="list-style-type: none"> <li>Revised and expanded social marketing campaign including billboards, articles in district publications and electronic media implemented</li> </ul>	July 2011
<ul style="list-style-type: none"> <li>Social marketing campaign implemented in all JCPS facilities</li> </ul>	August 2011
<ul style="list-style-type: none"> <li>Increased participation of students in national school breakfast and lunch programs</li> </ul>	March 2012

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3. *Outcome Objective:* By 3/2012, JCPS will decrease the average amount of sodium by 5% and the average amount of added sugar by 10% in school breakfast and lunch.

*MAPPS Strategy:* Access/Nutrition—Reduce sodium and added sugar through purchasing actions and recipe reformulation

*Lead Partner:* School and Community Nutrition Services, Jefferson County Public Schools

*Background:* While JCPS meets, or exceeds local, state, and federal requirements for the National School Breakfast and Lunch Program, the Institute of Medicine (IOM) recommends further limits on sodium to ensure healthier meals. As part of its commitment to fight childhood obesity, JCPS will also exceed its required guidelines to reduce added sugar intake in its meals.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Policy adopted to lower the average amount of sodium in school breakfast and lunch meals by 5%	September 2010
• Assessment report of sodium content in current items purchased for and produced at JCPS Nutrition Service Center (NSC) for National School Lunch and Breakfast programs completed	October 2010
• Student Nutrition Advisory Councils (SNACs) announced for JCPS schools	October 2010
• Policy adopted to garner input from Student Nutrition Advisory Councils prior to purchasing new products or changing menu items	October 2010
• Reformulated/new menu items tested by Student Nutrition Advisory Councils (SNACs) to determine acceptability. Menu items accepted, reformulated or discarded per SNACs recommendations	February 2011
• Assessment report of sugar content in current items purchased for and produced at JCPS Nutrition Service Center (NSC) for National School Lunch and Breakfast programs completed	October 2011
• Policy adopted to reduce the average amount of sugar in all school breakfast and lunch meals by 10%	November 2011
• Reformulated/new lower sugar menu items tested by Student Nutrition Advisory Councils (SNACs) to determine acceptability. Menu items accepted, reformulated or discarded per SNACs	December 2011
• Average amount of sodium and added sugar reduced in school breakfast and lunch	March 2012

### **B) School-based Physical Activity/Physical Education (PE)**

4. *Outcome Objective:* By 3/2012, all 142 of JCPS schools will have quality PE that includes at least 50% of “moderate to vigorous physical activity.” (MVPA)

*MAPPS Strategy:* Access/Physical Activity—Require daily quality PE in schools

*Lead Partner:* Jefferson County Public Schools

*Background:* Kentucky has the third highest rate of overweight youth in the nation. Yet, the only state requirement for physical education (PE) is one semester in high school. PE is locally decided and funded by each School Site Based Decision Making Council (SBDM) and varies greatly throughout the school system. PE programs will be assessed and standardized to ensure a higher quality PE environment for JCPS students.

<i>Milestones</i>	<i>Date Accomplished</i>
• Advisory team formed to adopt and monitor action plan to increase quantity and quality of PE	July 2010
• Report released on needs assessment completed in 142 schools to identify the 25-50 with the greatest need of improvement in the PE environment	November 2010
• Instructional plans and goals for PE quality improvement developed for first round implementation	December 2010
• Quality and quantity PE improvement plan to include 50% of physical activity adopted by district administrators	January 2011
• NASPE standards training conducted in first round schools (25-50)	January 2011
• Report of best practices and policy recommendations disseminated to the JCPS school board and district administrators	August 2011
• First annual PE environment report presented to JCPS school board by the JCPS District Wellness Team	January 2012
• Quality PE implemented in remaining JCPS schools (92-117)	March 2012

5. *Outcome Objective:* By 3/2012, all 142 JCPS will strengthen local (grade K-5) and district (grades 6-12) wellness policies to increase “moderate to vigorous physical activity” up to 30 minutes daily for all students.

*MAPPS Strategy:* Access/Physical Activity

*Lead Partner:* Jefferson County Public Schools

*Background:* Kentucky Senate Bill 172 allows for 30 minutes of “moderate to vigorous physical activity” a day to count as instructional time in elementary and middle schools. However, the law is very broad

allowing for great flexibility among school systems. JCPS will take measures to ensure optimal level of physical activity (PA) such as assessing schools, educating teachers on efficient ways to utilize this time and supplying basic equipment to support and implement daily PA.

<i>Milestones</i>	<i>Date Accomplished</i>
• Physical Activity Advisory Team of professional partners to lead efforts to implement and monitor Physical Activity (PA) action plan to meet all milestones formed	June 2010
• Elementary schools (K-5) local wellness policy strengthened to increase PA activity to 30 minutes per day	July 2010
• JCPS Employee Wellness provides “We Work Well” to increase school based physical activity levels of all school employees as requested	July 2010
• Family Resource Centers implemented National Institutes of Health (NIH) “We Can” which is a coaching model to maximize active time and minimize screen time, to strengthen and support family role in increasing physical activity	September 2010
• Baseline needs assessment of PA environment at all 142 schools to determine physical activity baseline completed. Schools in greatest need for improvement in PA environment for Round 1 of implementation identified	October 2010
• Established quarterly reporting to JCPS Board of Education by District Wellness Policy Committee on PA environment and wellness policy implementation	October 2010
• Environmental and system changes based on needs assessment to increase physical activity in Round 1 schools (25-50)	November 2010
• PTA agrees to incorporate physical activity at all PTA sponsored fundraisers and events	January 2011
• Professional development workshops completed for JCPS staff and administrators to increase physical activity in schools	May 2011
• Policy enacted prohibiting the denial of physical activity for disciplinary reasons, punishment or to make-up lessons	August 2011
• District wellness policy (6-12) strengthened to increase daily physical activity	September 2011
• Physical activity increased in all JCPS schools based on baseline	March 2012

### **C) Afterschool/childcare Settings**

6. *Outcome Objective:* By 3/2012, new licensing regulations passed requiring all licensed childcare providers to increase physical activity and access to healthy food and drinks.

*MAPPS Strategy:* Access/Physical Activity—Require daily physical activity in afterschool/childcare settings

*Lead Partner:* YMCA of Greater Louisville

*Background:* Over the past three years, the YMCA of Greater Louisville has utilized the Institute for Healthcare Improvement (IHI) model to create a healthier childcare environment. The process includes small experiments based on best practices that will lead to systems and policy changes in childcare environments. Currently, 70% of YMCA childcare sites in Louisville have been trained and are experimenting to learn the best ways to improve in these areas. Based on the results from these experiments, we now have baseline data to support several policy changes.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• YMCA hired Project Manager to develop policies to increase physical activity and access to healthy food and drinks	July 2010
• 25 YMCA site directors trained to use the IHI model for creating organizational change.	September 2010
• Best practices developed for policy implementation, based on experiments	November 2010
• Healthy Child Care policy passed for all JCPS/YMCA child care sites in Louisville (70 sites and 3,000 children).	January 2011
• YMCA Healthy Child Care Policy implemented and training completed for all Jefferson County YMCA Site Directors	August 2011
• An additional 20% of YMCA Associations statewide adopt Louisville Metro Healthy Child Care policy	September 2011
• Release data on impact and compliance of newly implemented policies at 70 childcare sites in Louisville	October 2011
• Healthy Child Care State Policy brief released to community and policy makers	January 2012
• Statewide legislation passed requiring all licensed child care providers to increase physical activity and access to healthy food and drinks	March 2012



**D) Community Strategies to Improve Nutrition**

7. *Outcome Objective:* By 3/2012, food establishments in Louisville with fewer than 20 locations nationally will adopt a menu labeling policy passed by Metro Council.

*MAPPS Strategies:* Point of Purchase/Promotion—Menu Labeling

*Lead Partner:* Louisville Metro Department of Public Health and Wellness (LMPHW)

*Background:* Menu Education and Labeling (MEAL) will offer incentives for adopting menu labeling in advance of the policy. New menu boards, marketing materials, recipe analysis and reformulation are examples of what will be offered as part of Project MEAL throughout the LPPW grant period. MEAL will reach 20 to 50 food establishments within the grant period, with an estimated reach of 68,000 to 168,000 customers per month.

<i>Milestones</i>	<i>Date Accomplished</i>
• Partners identified to assess current status of menu labeling in KY and researched model ordinances (e.g. NYC policy, Seattle)	July 2010
• Menu-labeling task force formed to include Food in Neighborhoods Steering Committee members, local business owners, local chefs/dietitians, and LMPHW Environmental staff	August 2010
• Kentucky Restaurant Association engaged in outreach to participating restaurants	August 2010
• Dieticians hired (two) to work with local chefs on menu labeling, recipe analysis, and reformulation	August 2010
• Sponsor identified within Metro Council to support local menu labeling ordinance	August 2010
• Chefs hired (2) to collaborate with local restaurants and businesses selling prepared food	September 2010
• MEAL and trans fat education integrated into LPPW communications plan	September 2010
• Evidence presented for menu labeling ordinance to Health and Human Needs Committee	September 2010
• Local Metro Council Resolution drafted with County Attorney	November 2010
• Restaurants volunteer to adopt policy early with available LPPW resources	November 2010
• Monitored number of signed Memorandum of Understandings	November 2010
• Metro Council Resolution introduced and passed in Metro Council	December 2010

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• Forums hosted for local restaurant owners, in partnership with local food distribution companies	January 2011
• LMPHW inspectors trained to assess menu labeling compliance in restaurants	April 2011
• Hosted “Culinary Boot Camp” at Jefferson Community and Technical College for chefs working in small chains/restaurants	May 2011
• Menu labeling policy implemented in restaurants with fewer than 20 locations nationally	March 2012

8. *Outcome Objective:* By 3/2012, breastfeeding policies and practices will be standardized and consistent among all birthing hospitals in Louisville resulting in a 5-10% increase in breastfeeding initiation rates.

*MAPPS Strategy:* Social Support and Services/Nutrition—Support breastfeeding through policy change and maternity care practices

*Lead Partner:* Louisville Metro Department of Public Health and Wellness

*Background:* Currently, no uniform breastfeeding policies exist among the four major birthing hospitals in Louisville. This project will create standards for supporting breastfeeding and increasing breastfeeding initiation rates.

<i>Milestones</i>	<i>Date Accomplished</i>
• Skin to skin policy training conducted for all major birthing hospitals in Louisville	September 2010
• Standardized breastfeeding policy drafted for adoption by the major birthing hospitals	October 2010
• Standardized breastfeeding policies submitted to hospital review boards	November 2010
• All four birthing hospitals in Louisville adopt standardized breastfeeding policy	February 2011
• Outpatient breastfeeding services provided by lactation consultants initiated in three of four birthing hospitals	March 2011
• Staff training on new breastfeeding policies at all birthing hospitals completed	June 2011
• “Lunch and Learn” program series to educate 128 physicians offices on breastfeeding promotion and management completed in eight to ten sessions per month	February 2012

9. *Outcome Objective:* By 3/2012, all Louisville Metro Government agencies will have instituted a breastfeeding policy.

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*MAPPS Strategy:* Social Support and Services/Nutrition—Support breastfeeding in the workplace through policy change

*Lead Partner:* Louisville Metro Department of Public Health and Wellness

*Background:* Infants benefit most if breastfed for a minimum of the first six months of life. Implementing a Louisville Metro Government Worksite Breastfeeding Policy that consists of a multi-user breast pump loan program, education support, and designated space, will provide a model of a comprehensive worksite lactation support program.

<i>Milestones</i>	<i>Date Accomplished</i>
• Metro Government Worksite Breastfeeding Policies developed and presented to Human Resources	August 2010
• Locations identified for breastfeeding in twelve Metro Government facilities	October 2010
• Metro Government Breastfeeding Policies incorporated into Metro Policy Manual	November 2010
• Metro Government Breastfeeding Policies implemented throughout twelve divisions of Metro Government	December 2010
• Press conference by Mayor and Dr. Troutman to announce implementation of Metro Government breastfeeding policy, lactation room locations, and pump availability	December 2010
• Model breastfeeding support program utilized by government employees	March 2012

### **E) Community Strategies to Improve Food Access**

10. *Outcome Objective:* By 3/2012, an increase in access to healthy food and beverage for 50,000 households in the initiative-designated neighborhoods (IDN).

*Outcome Objective:* By 3/2012, 80% of the coalition members will believe that systems and policy changes create an environment that supports physical activity and healthy nutrition.

*MAPPS Strategy:* Access/Nutrition—Healthy food/drink availability

*Lead Partner:* YMCA of Greater Louisville (assisting partners include the Center for Health Equity (CHE), University of Louisville School of Public Health, and LMPHW communications)

*Background:* Building upon the existing work of a *Healthy in a Hurry Corner Store Initiative* to address

“food deserts” and access to healthy foods in low-income neighborhoods, the YMCA will work with community partners to improve the availability of fresh produce through offering fresh produce in corner stores, mobile markets, community gardens, and farmer’s markets in IDN. The timing on these milestones parallels and intersects with Category H, an innovative strategy to increase community engagement and supports the expansion of healthy foods through policy advocacy.

The twelve initiative designated neighborhoods, consisting of 80,204 households, have limited access to healthy foods and physical fitness, high crime rates and large pockets of underserved populations with poor health outcomes. Often, these disenfranchised residents have little or no input into important policy strategies that directly affect their daily lives. Working with traditional grassroots organizations to advocate for LPPW policy supports the empowerment of residents through community action (engagement). Advocacy by community members helps overcome policy makers’ reticence. This strategy allows for cross sectional collaboration, community decision making, and facilitates the development of positive advertising for a Healthy in a Hurry Corner Stores.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Ten corner stores assessed for inclusion in this initiative by U of L School of Public Health students in the designated 12 neighborhoods	April 2010
• Project Manager hired to oversee the Healthy in a Hurry initiative	July 2010
• EBT purchasing available in the California Farmer’s Market through California Federation	August 2010
• Purchased two bikes and trailers and hired three riders by California Collaborative	August 2010
• Contracted with Policy Link to develop and implement Community-based policy advocacy trainings	<b>August 2010</b>
• Mobile markets initiated in two locations within West California neighborhood through California Federation	August 2010
• Two new Healthy in a Hurry initiative stores launched	September 2010
• Earned media plan launched to promote the one existing and two new corner stores and increase store traffic and demand for healthier food items	September 2010
• Policy requirements for the healthy food labeling in corner stores developed	October 2010
• Community garden produce sold at California farmer’s market for 20 weeks by California neighborhood youth	November 2010
• Healthy food and beverage policies (e.g. reduce negative messaging, increase positive messaging, and point of service product/signage placement) adopted	November 2010

by three existing corner stores	
<ul style="list-style-type: none"> <li>Church coalition focused on increasing access to physical fitness and nutrition opportunities for <b>four</b> initiative designated neighborhoods announced</li> </ul>	<b>November 2010</b>
<ul style="list-style-type: none"> <li>The health inspection process modified (for identification, assessment and future policy related purposes) to include corner stores</li> </ul>	January 2011
<ul style="list-style-type: none"> <li>Four Youth Coordinators hired to work with community-based organizations from four initiative-designated neighborhoods to increase their capacity to advocate for effective LPPW obesity prevention policies and implement food access programming</li> </ul>	<b>February 2011</b>
<ul style="list-style-type: none"> <li>Up to 60 individuals from within the initiative-designated neighborhoods trained in obesity prevention policy advocacy skills</li> </ul>	<b>March 2011</b>
<ul style="list-style-type: none"> <li>Press event held on Youth and Church Coalition supporting LPPW obesity prevention policies, with support from the LMPHW Communication's Office</li> </ul>	<b>March 2011</b>
<ul style="list-style-type: none"> <li>Released assessment results of 10 additional stores in the designated 12 neighborhoods</li> </ul>	April 2011
<ul style="list-style-type: none"> <li>A report is produced by each neighborhood (Youth and Church Coalitions) of the barriers to a healthier environment</li> </ul>	<b>May 2011</b>
<ul style="list-style-type: none"> <li>Six corners stores in addition to the Healthy in a Hurry stores committed to follow recommended healthy food and beverage policy</li> </ul>	May 2011
<ul style="list-style-type: none"> <li>YMCA recommends healthy food and beverage policies to the Food Policy Council (potential policies include healthy labeling, reduction of negative signage, and point of service product placement/signage)</li> </ul>	May 2011
<ul style="list-style-type: none"> <li>The California Federation initiated mobile market in Parkland neighborhood</li> </ul>	June 2011
<ul style="list-style-type: none"> <li>The Youth and/or Church Collaborative secure funding to begin community gardens in the initiative-designated neighborhoods</li> </ul>	June 2011
<ul style="list-style-type: none"> <li>Appropriate authority passes a community-wide healthy food and beverage policy (e.g. reducing negative messaging, increasing positive messaging, point of service product/signage placement) at corner stores</li> </ul>	July 2011
<ul style="list-style-type: none"> <li>Part-time produce manager hired by the YMCA to assist the Project Manager with training and mentoring store employees</li> </ul>	August 2011
<ul style="list-style-type: none"> <li>Youth &amp; Church Coalition op-ed piece supporting LPPW obesity prevention</li> </ul>	<b>August 2011</b>

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policies submitted for publication, with support from the LMPHW Communication's Office	
• 2 Additional stores launched	September 2011
• Youth & Church Coalition LPPW policy priorities determined and policy advocacy document created	<b>September 2011</b>
• Earned media plan launched to promote the four new corner stores	September 2011
• Healthy corner store kit released to increase implementation of healthy food labeling policy	October 2011
• Two additional stores launched	<b>October 2011</b>
• Residents in at least 4 to 8 communities briefed about food access issues through policy advocacy workshops, healthy cooking demonstrations, information booths about community gardens, CSAs farmer's markets and mobile markets and youth-developed digital stories and photo voice posters	<b>October 2011</b>
• 500 signatures are collecting supporting the identified policies	<b>October 2011</b>
• Technical training guide (web based) to train future store owners released	November 2011
• Established Association of Healthy Corner Store owners	November 2011
• Up to five Metro Council members briefed by Youth & Church Coalition on their priorities for policy changes to impact the health of the community	<b>December 2011</b>
• Six Healthy in a Hurry Corner Stores will be established increasing access to households in the identified designated neighborhoods	March 2012

11. *Outcome Objective:* through the work of the Food Policy Council, the following policies will be passed: 1) A “buy local” procurement policy within the Louisville Metro Department of Public Health by January 2011; 2) a healthy food and beverage corner store policy (e.g. reducing negative messaging, increasing positive messaging, point of service product/signage placement) will be implemented by March 2012; and 3) food establishments in Louisville with fewer than 20 locations nationwide will adopt a menu labeling policy by March 2012.

*MAPPS Strategy:* Access/Nutrition—Procurement, policies and practices

*Lead Partner:* Center for Health Equity/Louisville Metro Department of Public Health and Wellness

*Background:* The Food Policy Council will be created to coordinate efforts to pass policies in order to create a healthier, equitable food system in Louisville Metro. It will serve in an advisory capacity to the Mayor and include members from Metro agencies, non-profit organizations, community residents, and other institutions. This links directly with community strategies to improve food access (Category E) and community engagement (Category H) in policy advocacy. Should the food menu labeling ordinance in community strategies to improve nutrition (Category D) fail to pass in first attempt, the Food Policy Council will support continued efforts to reintroduce and pass this policy later in the grant period.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
<ul style="list-style-type: none"> <li>Hired consultant to guide policy development around menu labeling, local procurement, healthy food marketing and food inspection</li> </ul>	July 2010
<ul style="list-style-type: none"> <li>Mayor Abramson issued an executive order to create the Louisville Metro Food Policy Council that includes Metro agency leaders</li> </ul>	October 2010
<ul style="list-style-type: none"> <li>Designed a program at the Department of Public Health and Wellness that will change procurement policies and practices to give preference to purchasing local food – “buy local”</li> </ul>	November 2010
<ul style="list-style-type: none"> <li>Formalized Louisville’s food policy council model (including goals, performance measures, organizational structure, council activities, etc) to include three workgroups – Institutional, Public-Private, and Neighborhoods (as defined by the Robert Wood Johnson <i>Healthy Kids, Healthy Communities</i> 12 neighborhoods)</li> </ul>	December 2010
<ul style="list-style-type: none"> <li>Formalized relationships within Food Policy Council via MOUs with agencies outside Metro such as community-based agencies and corporations</li> </ul>	January 2011
<ul style="list-style-type: none"> <li>Enacted “buy local” policy within LMPHW</li> </ul>	January 2011
<ul style="list-style-type: none"> <li>Defined corner stores in the health inspection policies (for identification, assessment and future policy related purposes) in consultation with the Environmental Health Division of LMPHW and YMCA</li> </ul>	January 2011
<ul style="list-style-type: none"> <li>LMPHW inspection staff implemented corner store identification policy</li> </ul>	February 2011
<ul style="list-style-type: none"> <li>Finalized and announced 12-month action plan for Food Policy Council</li> </ul>	March 2011
<ul style="list-style-type: none"> <li>Food Policy Council worked with appropriate authority to draft local ordinance for menu-labeling in Louisville restaurants</li> </ul>	March 2011
<ul style="list-style-type: none"> <li>Released policy brief on menu-labeling ordinance for Louisville Metro restaurants to Metro Council</li> </ul>	April 2011
<ul style="list-style-type: none"> <li>Metro Council passed a menu-labeling ordinance for all food service establishments in Louisville Metro</li> </ul>	May 2011
<ul style="list-style-type: none"> <li>Food Policy Council worked with appropriate authority to pass a community-wide healthy food/beverage policy (e.g. reducing negative messaging, increasing positive messaging, point of service product/signage placement)</li> </ul>	July 2011
<ul style="list-style-type: none"> <li>Released evaluation of “buy-local” policy within Public Health and Wellness</li> </ul>	September 2011

• The Food Policy Council released a sustainability plan that includes: council coordination and on-going revenue sources	February 2012
• Healthy food/beverage policy is fully implemented	March 2012
• Metro Council passed an ordinance mandating a Louisville Food Policy Council consisting of key Metro agencies, as well as outside partnerships including private businesses and community-based organizations	March 2012

**F) Community Strategies to Improve Physical Access**

*12. Outcome Objective: By 3/2012, Louisville Metro Parks will have increased usage of the 40-mile section of the Louisville Loop by 10% in the first year and 30% in the second year. (This outcome objective applies to the following strategies 1-6)*

*MAPPS Strategies: Access and Media/Physical Activity—Promote active transportation (bicycling and walking); Promote use of public transit; City planning, zoning and transportation*

12.1) By 3/2012 Louisville Metro Parks will increase access to the Louisville Loop from Waterfront Park to Watson Lane (40 miles) through signage and wayfinding.

*Lead Partner: Louisville Metro Parks*

*Background: Signage on the Loop and throughout adjoining neighborhoods will raise awareness of the facility and provide directions to the Loop and destinations accessible via the Loop. The signage will be installed in the neighborhoods and adjacent to the Loop.*

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Hired environmental planner to manage the Sign and Wayfinding Master Plan and implementation project	June 2010
• Master Plan scope of work developed	July 2010
• RFP issued for consultant firm for Master Plan	August 2010
• Contract finalized with consultant firm for master plan	September 2010
• Survey conducted of existing trail users; focus groups and public meeting with residents and trail users held	December 2010
• Existing conditions inventory and analysis developed	January 2011
• Preliminary concept for Master Plan developed, including locations for new signs and trailheads	February 2011
• Preliminary plan with bike and TARC connections reviewed; draft Master Plan presented at public meeting	March 2011
• Master Plan finalized and presented at public meeting for final input	May 2011



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• Specifications/implementation documents for signs and six trailheads completed	June 2011
• Master plan adopted by Metro Council; bid for contractor issued	July 2011
• Policy to replicate wayfinding and signage process for all future sections of the Louisville Loop approved by Metro Parks	August 2011
• Contract awarded for signs to be made and installed	September 2011
• Installation completed	January 2012
• Survey conducted to evaluate effectiveness of signs and wayfinding elements	February 2012

12.2) By 3/2012, Louisville Metro Government will have implemented the Complete Streets policy on a portion of Northwestern Parkway (from 39<sup>th</sup> Street to Portland Avenue) to increase biking and walking in the Shawnee and Portland neighborhoods and provide bike markings to increase linkages to the Loop and Louisville Metro Parks.

*Lead Partner:* Louisville Metro Department of Public Works

*Background:* This Complete Street installation is designed to increase walking and bicycling in the Shawnee and Portland neighborhoods and will also be used by bicyclists from throughout the county to provide access and linkages to the Louisville Loop.

<i>Milestones</i>	<i>Date Accomplished</i>
• Scope of work developed to connect Portland neighborhood and Chickasaw Park by converting Northwestern Parkway, Bank St., and N. 38 <sup>th</sup> St. to two-way with striping for bike lanes and signage	June 2010
• Leadership consultation by Metro Council member, Portland elementary and neighborhood leadership and community meetings held on changing streets to two-way and adding bike lanes	October 2010
• Design documents finalized; permits issued	January 2011
• Bid for contractor issued	March 2011
• Contract awarded for street modifications	May 2011
• Signage installed and striping completed	September 2011

12.3) By 3/2012, the Transportation Authority of River City (TARC) will improve access for 500 bikers and walkers by increasing bus service for the Louisville Loop.

*Lead Partner:* Transportation Authority of River City

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*Background:* TARC will provide service on buses especially equipped for carrying bicycles. Actual routing will be based on results of focus groups and analysis of current routing patterns.

<b><i>Milestones</i></b>	<b><i>Date Accomplished</i></b>
• Outreach conducted to determine demand for service and the best locations for routes	December 2010
• Schedule developed for bike-bus service based on research	February 2011
• Marketing materials developed for an effective community outreach to promote usage of the planned new service	February 2011
• Three buses (two for service and one for backup) redesigned to include multiple bike racks	March 2011
• Signage installed at appropriate locations	March 2011
• TARC operators trained	March 2011
• Promotional events held for maximum exposure and awareness of service and planned launch	April 2011
• Policy initiated to provide increased bike-bus access for the Louisville Loop on the weekends	April 2011
• Bus-bike service initiated	April 2011
• TARC's bus-bike policy for the Louisville Loop evaluated and adjusted as needed	March 2012

12.4) By 3/2012, Louisville Metro Parks, working with Metro Police, the Emergency Management Agency, and the Fire Department, will have established policies to enhance safety and security on the existing 30-miles of the Louisville Loop and related trail and park systems.

*Lead Partner:* Louisville Metro Parks and Louisville Metro Police Department (LMPD)

*Background:* Designated police divisions will increase bike patrols in high crime and “food desert” neighborhoods that adjoin the Loop. Block and trail watches will compliment safety aspects which include markers that indentify emergency access points for an emergency communications systems.

<b><i>Milestones</i></b>	<b><i>Date Accomplished</i></b>
• Bikes, helmets, and other equipment purchased to enhance police bike patrols in four targeted areas	October 2010
• Focus groups and/or public meetings to provide input on locations for emergency access routes	December 2010
• Launch community policing and monitoring of the Loop	March 2011
• Policy adopted for an emergency communication system on the Loop	March 2011
• Emergency access points identified for Police, Fire, EMS on the existing 30 miles of the Louisville Loop and related trails and parks	March 2011

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• Policy manual revised and adopted for emergency procedures on the Louisville Loop (Waterfront to Fairdale)	May 2011
• Park neighborhood Block Watches and Trail Watch groups and signage established on the Louisville Loop	July 2011
• Emergency communication systems and accompanying signage installed along 30 miles of existing Louisville Loop	March 2012

12.5) By 1/2012, Southwest Greenway Master Plan adopted by Louisville Metro Parks is providing access to parks and the Louisville Loop, encouraging physical activity.

*Lead Partner:* Louisville Metro Parks

*Background:* This plan includes a process for future development to link the Louisville Loop and related trail systems. It includes policies and implementation strategies for a trail system.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Environmental planner hired to manage the development of the Master Plan	June 2010
• Scope of work developed for the Master Plan	July 2010
• RFP issued for consultant firm for Master Plan	August 2010
• Consultant firm contracted for Master Plan	September 2010
• Inventory and analysis of existing conditions developed	December 2010
• Survey of awareness of existing park and trail resources and opportunities for new resources conducted; Focus groups and/or public meeting with residents and potential trail users held	February 2011
• Process for Southwest Greenway trails development to the Louisville Loop and all related trails developed	August 2011
• Preliminary concept for Master Plan including new trail connections developed	September 2011
• Draft Master Plan presented to Metro Parks staff	September 2011
• Draft plan reviewed with TARC and Public Works for appropriate bus and bike lane connections	September 2011
• Draft Master Plan presented at public meeting	October 2011
• Final inventory and analysis of existing conditions completed	November 2011
• Master Plan adopted by Metro Parks and presented to the public	January 2012
• Survey of awareness of existing park and trail resources conducted	February 2012

12.6) By 10/2011, Louisville Metro Parks has increased awareness and usage of the Louisville Loop.

*Lead Partner:* Louisville Metro Parks

*Background:* This media and promotions strategy will tie in to all Louisville Loop access strategies and align with the social marketing campaign. Metro Parks will host at least two promotional events, develop and distribute promotional and informational materials and conduct a media campaign.

<i>Milestones</i>	<i>Date Accomplished</i>
• Specifications and budget developed for photography, video production and website design	July 2010
• Contracts awarded for photography, video production and website design	August 2010
• Major photo and video work completed	October 2010
• Loop brochure published	January 2011
• Display completed for use at health fairs, neighborhood events and other gatherings and shows	January 2011
• Interactive Loop website completed and launched	April 2011
• Event to bring new users to the Loop held in conjunction with the Hike and Bike	May 2011
• Media campaign launched	July 2011
• Second event to introduce area residents to the Loop held at Shawnee Park	Sept 2011
• Public event held to publicize progress on the Loop	October 2011
• Event held on the Loop to introduce area residents to the Loop and measure growth of attendance/awareness	March 2012

*13. Outcome Objective:* By 3/2012, Health Impact Assessments (HIA) will be used to assess development projects with potential health impact in Louisville by HIA certified Metro Government employees.

*MAPPS Strategies:* Access/Physical Activity—City planning, zoning and transportation; innovative strategy

*Lead Partner:* Louisville Metro Planning and Design Services and University of Louisville

*Background:* Metro Planning will ensure that HIAs are conducted on qualifying projects and that HIAs are adopted as part of the land development code. Metro Government Human Resources will require certification for selected employees.

<i>Milestones</i>	<i>Date Accomplished</i>
• HIA implementation team formed	July 2010

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• HIA training conducted by Policy Link	September 2010
• Curriculum developed for certification program in Health and the Built Environment	October 2010
• Curriculum developed for dual master's in Public Health and Urban Planning	November 2010
• Policy adopted by Metro Government Human Resources requiring certification for selected city employees in city planning, zoning, public works, air pollution control and environmental health	December 2010
• HIA implementation tool developed and tested	March 2011
• Dual master's in Public Health/Urban Planning approved by University of Louisville	March 2011
• Policy approved by Planning Commission to include health assessment in neighborhood plans	April 2011
• HIA orientation for Metro planning commissioners and related board members	May 2011
• Certification program in Health and the Built Environment offered to Metro government employees	June 2011
• Policy for applying HIA tool in development review process adopted by Board of Health	June 2011
• HIA tool implemented as part of development review process	July 2011
• First cohort of students admitted to dual degree program	August 2011
• Policy to include HIA in Metro comprehensive plan updates adopted	March 2012
• First cohort of Metro Government/U of L students certified in Health and the Built Environment	March 2012

### **G) Media/Social Marketing Strategies**

14. *Outcome Objective:* By 3/2012, 20% of adults exposed to the “Healthy Hometown Movement” social marketing campaign will believe that systems and policy changes create an environment that supports physical activity and healthier nutrition.

*MAPPS Strategies:* Media/Nutrition/Physical and Activity—ALL

*Lead Partner:* Louisville Metro Department of Public Health and Wellness (and the Mayor's Office)

*Background:* The integrated communications plan will support and connect all LPPW strategies under the Healthy Hometown Movement.

<i>Milestones</i>	<i>Date Accomplished</i>
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• Key messages, presentation distributed to assist all partners when talking about LPPW to audiences	August 2010
• Commitment secured from all partners to brand any and all marketing/communications, signage, materials with “Healthy Hometown” brand/tag/messaging	August 2010
• LPPW Communications Team assembled with representation from all partners convened to create comprehensive communications plan	August 2010
• Graphic standards, including logo extensions, tag lines distributed to all partners	September 2010
• LPPW overview and objectives presented by Dr. Troutman to key stakeholders including: Louisville Metro Board of Health, JCPS School Board, Mayor Abramson, Metro Council and Courier Journal Editorial Board	September 2010
• Comprehensive communications plan implemented including: formative research, message development, timeline, audience segmentation, media buys, production schedule, earned media plan, social media plan, and coordination with national media campaign; Plan will cover broad reach across all partners and objectives	October 2010
• Concept/message creation and testing; development of paid media portion of the campaign implemented	November 2010
• Production of paid campaign materials complete	March 2011
• Media advertising (radio, TV, print, outdoor) purchased	March 2011
• 16-week paid media campaign launched	May 2011
• Post campaign testing/evaluation	October 2011

15. Outcome Objective: By 3/2012, 40% of adults exposed to the “Street Sense” campaign will believe they are responsible for their safety and the safety of others when driving, biking and walking.

*MAPPS Strategies:* Media/Physical Activity-Promote increase activity

*Lead Partner:* Louisville Metro Department of Public Health and Wellness (and the Mayor’s Office)

*Background:* This strategy builds upon a 2009 social marketing campaign designed to alert motorists, pedestrians and bikers to the need for caution when sharing roads and walkways. The aim is to improve the sense of safety and responsibility and promote physical activity.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Street Sense social media plan and earned media strategies, special events incorporated into Healthy Hometown comprehensive communications campaign	September 2010
• First flight of advertising completed	September 2010

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• Evaluation of first flight of advertising completed	October 2010
• Second flight of TV, print, radio ads produced with adjustments made from formative evaluation if necessary	March 2011
• Second flight of radio, TV, print advertising purchased (expecting three to one match)	March 2011
• 12 week second flight of paid advertising launched	April 2011
• 12-week calendar of supporting public relations, value-added media activities implemented	April 2011
• Street Sense Squad deployed downtown (dense area for motorists, cyclists, pedestrians) for four weeks to engage “violators” and promote campaign messaging	May 2011
• Post campaign testing/evaluation	October 2011

16. Outcome Objective: By 3/2012, the “Mayor’s Miles” (MM) will be expanded from 9 to 15 sites to increase the number of people being more physically active.

*MAPPS Strategies: Access and Media/Physical Activity*

*Lead Partner:* Louisville Metro Department of Public Health and Wellness (and the Mayor’s Office)

*Background:* “Mayor’s Miles” (MM) are distance-marking system for walking paths. Ground markers and pole signs designate every 1/10<sup>th</sup> of a mile to help facilitate walking for groups and individuals. The goal is to create a network of paths and shared connections throughout the city.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• “Mayor’s Miles” social media plan and earned media, special event strategies incorporated into Healthy Hometown comprehensive communications campaign	September 2010
• Research completed to gauge current baseline usage: who’s using “Mayor’s Miles” and how often?	October 2010
• New “Mayor’s Miles” routes identified via walkability assessments in target neighborhoods connecting with schools and Louisville	December 2010
• Three new MM Launched (w/supporting publicity/communications activities)	May 2011
• Information and safety kit developed to include: map of all Mayor’s Miles in the city; safety tips, list of local walking clubs and contacts, walking log for tracking personal goals, reflective gear, water bottles, etc.	June 2011
• Safety Kit request form added to Healthy Hometown website	June 2011
• Three new MM Launched (w/supporting publicity/communications activities)	August 2011
• Three new MM Launched (w/supporting publicity/communications activities)	March 2012

*17. Outcome Objective:* By 03/2012, 40% of individuals exposed to the “Food Fight” social marketing campaign will value choosing healthy food and drink over unhealthy food and drink.

*MAPPS Strategies:* Nutrition/Media—Promote healthy food and drink choices

*Lead Partner:* YMCA of Greater Louisville

*Background:* The “How to Win a Food Fight” social marketing campaign was launched by the YMCA of Greater Louisville two years ago. The premise is to compare everyday food and beverage choices so individuals can make educated decisions. The campaign was developed utilizing input from focus groups that identified with the struggle of making a healthier choice.

<i><b>Milestones</b></i>	<i><b>Date Accomplished</b></i>
• Messaging/concepts adjusted based on data received from focus group and test market	September 2010
• TV and outdoor ads produced	October 2010
• Comprehensive communications campaign implemented including: earned media, social media plan, virile marketing plan, special events	October 2010
• 16-week outdoor campaign launched in 12 target neighborhoods	October 2010
• 16-week TV campaign launched (662,400 persons out of 686,055 total persons ages 25-54 in the Louisville Metro area. This will have a reach of 96.6 percent of the target audience with a frequency of 19)	November 2010
• Food Fight Campaign implemented in Jefferson County Public School Food Service areas, YMCA’s, and all Metro Government facilities (approximately 300 sites)	November 2011
• Food Fight materials distributed to 70 corporate partners	December 2011
• Food Fight paid media campaign ends	February 2012